ANNUAL REPORT

OF THE

DEPARTMENT

OF

INDUSTRY

1983

CHARLOTTETOWN, PRINCE EDWARD ISLAND

THE GOVERNMENT OF
THE PROVINCE OF
PRINCE EDWARD ISLAND

DEPARTMENT
OF
INDUSTRY

ANNUAL REPORT - 1983

To His Honour

The Honourable Joseph Aubin Doiron

I have the honour to submit herewith the Annual Report of the activities of the Department of Industry, for the period January 1st, 1983 to December 31st, 1983.

Your obedient servant,

Patrick Binns
Minister

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DEPARTMENT OF INDUSTRY

Dear Mr. Minister:

I am pleased to submit the Annual Report for the Department of Industry for the calendar year 1983. The report presents the activities of the Divisions of the newly created Department of Industry.

In November, 1983, the Department of Industry was formed replacing the Department of Fisheries and Industry. The major Divisions of the Department are:

- Community and Economic Development (responsibility for the Regional Services Centres which was previously with the Department of Community and Cultural Affairs)

- Human Resource Development (formerly Manpower Resources Division of the Department of Labour)

- Industrial Development (a Division of the previous Department of Fisheries and Industry)

The formation of the new Department of Industry will facilitate the co-ordination of community economic, human resource and industrial development.

During the coming year, the Department of Industry will pursue new directions. The Community Economic Development will concentrate more of its efforts on assisting entrepreneurs and small employers across the Province by providing onsite counselling and advice. Similarly, the Human Resource Development Division will work more closely with Island employers to ensure their training needs are met. The Industrial Development Division will focus its activities on strengthening the existing industrial base of the province. The Division will also aggressively undertake to identify and encourage new industries to locate here.

The Department of Industry staff and myself are looking forward to the challenges ahead.

Respectfully submitted,

Don E. Baker
Deputy Minister

ADMINISTRATION

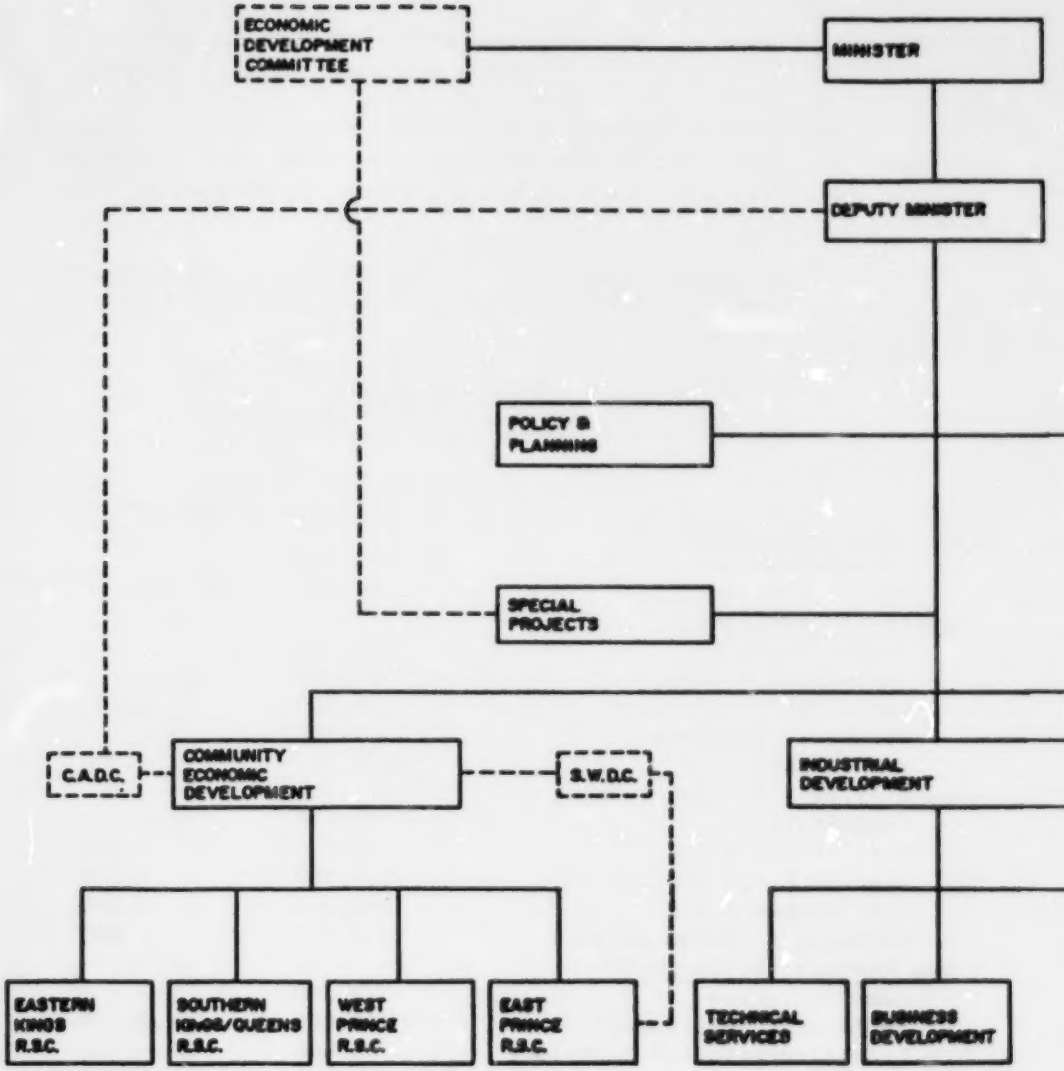
The approved budget for the fiscal year April 1, 1983, to March 31, 1984, was $8,956,900. Total revenue was forecasted to be $5,461,500. A detailed Budget breakdown forms part of this report.

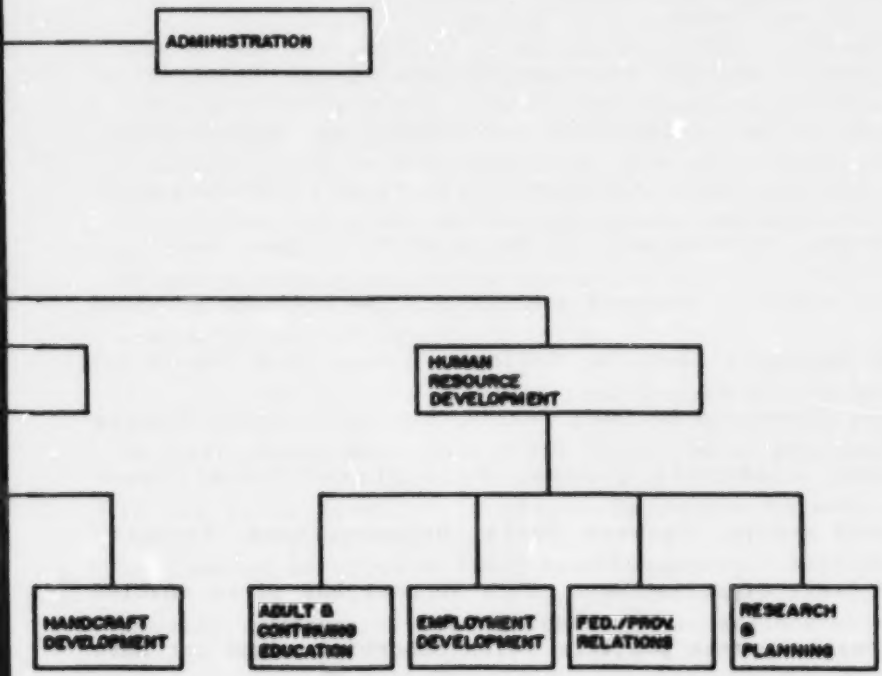
Total staff complement at December 31, 1983 was 50 full-time employees. The Departmental "Organization Chart" is on the following page.

DETAILED BUDGET ESTIMATES
April 1, 1983 - March 31, 1984

	Provincial Dollars	Revenue
Department Management		
Administration	$ 193,100	$ --
Policy & Planning	85,900	--
Industrial Development		
Administration	124,100	--
Industrial Prospecting	157,000	--
Handcraft Development	134,200	1,500
Business Development	427,800	--
Metals Industry	158,100	3,000
Community Economic Development		
Administration	399,400	--
East Prince R.S.C.	243,700	1,200
Eastern Kings R.S.C.	196,500	1,100
West Prince R.S.C.	250,300	17,200
Southern Kings/Queens R.S.C.	232,100	3,000
Human Resource Development		
Administration	73,300	--
Employment Development	756,200	27,000
Federal-Provincial Relations	65,600	--
Adult and Continuing Education	5,417,000	5,407,500
Research & Planning	42,600	--
TOTAL Budget & Revenue Estimates	$8,956,900	$5,461,500

DEPARTMENT OF INDUSTRY




ADMINISTRATION
HUMAN RESOURCE DEVELOPMENT
HANDICRAFT DEVELOPMENT
ADULT & CONTINUING EDUCATION
EMPLOYMENT DEVELOPMENT
FED./PROV. RELATIONS
RESEARCH & PLANNING

COMMUNITY ECONOMIC DEVELOPMENT DIVISION

During 1983 the Community Economic Development Division continued to foster development on the Island through the provision of support services to a wide variety of local development organizations, through management of the Regional Services Centre Program, and through support services to individual entrepreneurs.

Support services to community development organizations were provided to facilitate local improvements and opportunities. This year division staff attended in excess of 1,000 community meetings across the Province. In the majority of these meetings, communities requested resource assistance. The Division provided support to Community Councils, Villages, Towns, Area Industrial Commissions, Community Advisory Boards, Boards of Trade, Tourism Associations, Fisheries groups, Main Street Committees, Agricultural groups, Farmers Market Organizations, Forestry groups and Craft organizations. This support has often enabled organizations to pursue projects which otherwise might not have been possible because of a lack of available resources.

Regional Services Centre Program

The Regional Services Centre Program provided decentralized government service delivery throughout the Island. The Services Centres, which are located in West Prince, Summerside, Southern Kings-Queens and Eastern Kings, provide for the coordinated delivery of Provincial Government services from regional locations, thereby increasing the accessibility of the centres for the public. A satellite office continued to operate in Morell, while a pilot satellite office was established in the Evangeline Area at Wellington. A team of Industry staff manage the Centres, provide central administration support and operate an active extension service to support the community's desire for economic revitalization.

The regions with Services Centres are further supported in their development through the provision of government services in the local area. This allows Islanders to access required programs or services in their home community. Also these Centres provide government jobs in the various Regions which increases the wage base and attracts talented individuals who participate in many voluntary organizations in the region.

Beyond the organizational support, the Regional Services Centres hosted a total of 110,000 visitors and received 200,000 telephone inquiries. Of these figures approximately 15,000 visitors and 20,000 telephone inquiries were directly serviced by Industry staff while the balance were handled by other departments within the Service Centres.

Southern Kings & Queens Services Centre

The Regional Services Centre continued to respond to the needs of residents of the Southern Kings and Queens area through the effective provision of government services and programs. A total of 23,982 clients visited the Centre in 1983. In addition, 53,308 phone calls were received.

Services offered by the Centre are continually changing. In December, 1983, eight full-time and seven part-time federal or provincial departments or agencies offered their services from the Centre. In addition, two community-based organizations used office space on a full-time basis. At this time, there are 51 full-time and 9 part-time employees working at the Centre.

Common meeting facilities are used by a variety of government and community organizations throughout the year. The Boardroom was used to conduct 379 meetings, of which 209 were community meetings and 173 government meetings.

The Centre continues to be used for on-the-job training by students of the Holland College Office Studies Program.

Community development assistance to economic development organizations, municipalities, and non-profit voluntary groups has resulted in significant accomplishments over the past year.

Planning, organizational and administrative assistance was given to the Montague and Georgetown Mainstreet Programs.

In Georgetown, planning assistance was offered in the development of the Kent Square Park Concept Plan. Community Profiles were prepared for both Montague and Georgetown.

The Community Advisory Board undertook two major projects in 1983. The first was the control of shoreline erosion around Brudenell Island. The second was the renovation of 50 homes under the Contribution to Seniors Home Repair Program. Ten monthly meetings and numerous committee meetings were conducted

throughout the year by the Community Advisory Board.

In the coming year, the Department of Industry staff at this Centre will become more directly involved in business development activity in the regions, while maintaining the high level of community development support.

Eastern Kings Regional Services Centre

Throughout 1983, Eastern Kings Regional Services Centre responded to over 60,000 telephone calls and over 25,000 visitors.

The Department of Industry received 8,598 telephone calls and 4,156 visitors, the majority of which would be in support of local community development initiatives.

From this Centre, 22 full-time and 21 part-time workers deliver programs from most provincial departments.

The Boardroom facilities were utilized for over 200 meetings, and on 95 occasions audio-visual equipment was supplied.

The Morell Satellite Office continues to offer government services to residents of that area, with 11 workers scheduling office hours. Industry staff from this Centre

encouraged the use of Federal and Provincial job creation projects which created in excess of 100 jobs in the Eastern Kings Community.

Other highlights include Industry staff involvement with the following organizations/projects:

- The Community Advisory Board was assisted in the sponsorship of a Home Repair Project for Senior Citizens. Forty-three homes received repairs while eight workers have been employed.
- The Advisory board played an active role in tourism development activity in 1983. The Board: (1) encouraged the re-establishment of the Eastern Kings Tourism Association, (2) placed a member on the Souris-Port Hood Ferry Committee, (3) co-sponsored a Seminar on Tourism Opportunities for Eastern Kings.
- St. Peters Village Commission was assisted in preparing a study on development opportunities for the Village and surrounding areas. This project ran 32 weeks and identified some developmental opportunities for the community to pursue. One specific outcome was the creation of a Craft Co-op involving 30 shareholders.

- Souris Area Industrial Commission was assisted in the planning and implementing of a Mainstreet Program which improved 20 businesses and carried out a street scape improvement.
- St. Margaret's Blueberry Co-op received planning assistance on the renovation of a processing facility and in the planning of work activity to improve blueberry lands.
- United Maritime Fishermen received planning support to improve their processing facility through accessing an employment development project.
- North Lake Moss fishermen received organizational assistance to plan a marketing strategy in a time of depressed demand.
- Area Development seminars were hosted to acquaint government and the community with local opportunities.

West Prince Regional Services Centre

The West Prince Regional Services Centre had another busy and eventful year in 1983.

Centre staff handled over 18,491 direct client visits, a 20 percent increase over the previous year.

Telephone inquiries totalled 76,065 over the 12-month

period, a 12 percent increase over the previous year.

The Centre provided meeting space for 331 community meetings and administrative support to a variety of community groups and individuals.

In the Community Development field, Centre staff were involved in a variety of areas. Activities undertaken enhanced and/or provided the catalyst for community and economic development.

There were many highlights during the year, including:

a) Completion of Mainstreet Programs in Alberton and O'Leary.
b) Establishment of two community Councils -- Lady Slipper and Lot 11 and Area.
c) Hosting of West Prince Tourism Seminar.
d) Organizing the MacDonald Royal Commission hearings in the area.

Assistance was provided to a number of development organizations in the West Prince area. The West Prince Industrial Commission received assistance on a number of projects.

Resource assistance was provided by Centre Staff to the following organizations:

West Prince Playmobile,

Canada Works Applications,

West Prince Farmers Market,

Portage Tourist Bureau,

St. Felix Souvenirs,

West Prince Early Childhood Association,

West Prince Rape and Crisis Centre,

Dalton Centre Trust,

Tignish Normalization Co-op, and

West Prince Mental Health.

Centre staff assisted entrepreneurs in accessing provincial and federal programs.

Information was provided on an ongoing basis to clients requesting outlines of government programs.

The West Prince Community Advisory Board continued to provide Government with suggested improvements in service and promoted community and economic development in the region.

During the year, the Board sponsored a Seniors Home

Repair Project. This project was undertaken in cooperation with the Canada Employment and Immigration Commission and the Prince Edward Island Housing Corporation.

In the summer, the Board played host to, and the President chaired a special meeting with, the MacDonald Royal Commission on Canada's future.

East Prince Regional Services Centre

1983 marked the third year of operation for the East Prince Regional Services Centre. During this relatively brief period, the Centre has been able to impact positively on the individuals, communities and organizations in the region.

Centre staff at the East Prince Regional Service Centre had 42,000 telephone inquiries, 11,000 visitors and hosted 375 meetings. As well, administrative assistance provided to the community was up approximately 50 percent over 1982.

The Wellington Regional Services Centre, which operates as a satellite of East Prince, has completed its initial period of operation; an evaluation has taken place and its future direction is under discussion.

A major portion of the East Prince Centre's development initiatives in the greater Summerside area have been carried out in conjunction with the Summerside Waterfront Development Corporation. This close working relationship has been beneficial to both organizations.

The following services were added to the Centre in 1983:

- Department of Health and Welfare (Canada Pension)
- Department of Agriculture (Dairy Herd Analysis Service)
- Market Development Centre
- Housing Corporation (Maintenance Section)
- Leader of the Opposition.

The Centre has also developed as an important point of contact for information regarding the significant number of Provincial, Federal and community services available to individuals and businesses.

Staff from the East Prince Centre were directly involved in the following project activity:

- Harbor Drive Project
- Rail/Truck Transhipment Facility

- Events Centre Feasibility
- Greenshore Development Concept
- Downtown Re-development Phase II
- Northside Development Project
- Summerside Area Regional Plan
- Borden Gateway Project
- Transportation Distribution Centre Feasibility Analysis and Project Development
- Hamilton Public Hall Project
- French Language Adult Training Program
- Acadian Pioneer Village Development
- Computer Literacy Training Course

As well, Department of Industry staff are involved with entrepreneurs and community groups in developing specific business opportunities.

HUMAN RESOURCE DEVELOPMENT DIVISION

The Human Resource Development Division continues to support adult training. In this respect the Division works closely with the Canada Employment and Immigration Commission (CEIC) to determine the training needs and financially support this training. The co-operation of CEIC is greatly appreciated. During the year our labour market research and analysis has provided valuable information to employers on the skilled people available and to workers on the present and projected job opportunities.

In the Department of Industry the Division staff are endeavouring to determine and respond to the human resource needs of present and prospective employers.

ADULT AND CONTINUING EDUCATION BRANCH

During the past year this Branch has continued to address the training needs of adults while simultaneously responding to a variety of administrative and structure changes.

NATIONAL INSTITUTIONAL TRAINING PROGRAM

In the second year of the current Federal/Provincial Training Agreement, this Province received $4,500,000 from the Canada Employment and Immigration Commission (CEIC) towards the sponsorship of institutional training courses. CEIC National Headquarters representatives met with Provincial officials in October, 1983, to complete preliminary discussions regarding the negotiations for a new training agreement which would commence in April, 1985, after the completion of the current contract.

As in the past, a number of alterations have been incorporated in the Institutional Training Program; new courses include:

Electro-Mechanical Technologist	- 16 places
Welding Metal Fabrication	- 15 places
Industrial Maintenance Mechanic	- 12 places
Executive Chef	- 5 places
Truck Crane Operator	- 9 places
Welder Fitter	- 4 places

Also, course enrollments have been expanded in the Electronics Technologist and Resident Care Worker courses.

STATISTICAL SUMMARY

	1979	1980	1981	1982	1983
Student Days	153,500	138,400	133,235	119,037	118,465
No. of Courses	258	220	197	166	102
Courses Canc.	22	14	11	4	4
Training Costs	$2,999,000	$3,328,000	$3,795,000	$4,229,000	$4,025,975

ADULT NIGHT CLASS PROGRAM

The Adult Night Class Program, funded by the Province and conducted by Holland College, provides adults with an opportunity to upgrade their academic proficiency through part-time study.

STATISTICAL SUMMARY

Location Extension West	No. of Classes	Total Enrollment	No. of Teachers
Summerside	6	125	10
O'Leary	1	14	1
Ellerslie	1	10	1
Evangeline	2	33	2
Crapaud	1	17	2
St. Louis	2	24	2
Sub-Total	13	223	18

Extension East	No. of Classes	Total Enrollment	No. of Teachers
Souris	2	12	2
Vernon River	2	24	2
Montague	2	31	1
Peters Road	2	27	1
Morell	2	25	2
Charlottetown	10	167	11
Sub-Total	20	286	19
TOTAL	33	509	37

MANAGEMENT TRAINING

Previously administered by the Industrial Development Division, this program was assigned to Adult and Continuing Education in December, 1983. The Management Training Program contributed, directly and indirectly, towards the costs of more than 80 seminars, workshops and courses (both credit and non-credit) designed to upgrade the management skills of Island business people. As a result, managers and specialized employees were able to participate in management training and development programs for nominal registration fees ranging from $20 to $50. Courses subsidized by the program were held across the Island and covered a wide range of topics including accounting, human relations, marketing, farm business for farm women, woodlot

management, cash flow management, inventory loss prevention, income tax for fishermen, and computer basics.

During the calendar year, funding for the program came from two sources. With the termination of the Development Plan funding, courses conducted for managers have been co-sponsored under the terms of the National Training Program. The relative inflexibility and inappropriateness of this funding source has severely limited the number of training courses conducted.

SKILLS GROWTH FUND PROGRAM

This program is funded by the Canada Employment and Immigration Commission and provides capital and program development funds to training institutions for the expansion and modernization of training facilities necessary to increase higher skill level training capacity.

This program is funded by the Canada Employment and Immigration Commission on a project-by-project basis; to date two projects have received approval:

Programmer-Analyst	- $ 958,182
Navigation Simulator	- $1,003,316

The installation of the simulator was completed in 1983 while a portion of the course development work provided for in the programmer analyst project will be completed during early 1984.

During November, 1983, two additional proposals were submitted to the Canada Employment and Immigration Commission National Headquarters (Electro-Mechanical Technology - $723,094 and Electronics Technology - $460,532). Although neither of these proposals was accepted, the Electro-Mechanical proposal will be "resubmitted" to CEIC for approval.

EMPLOYMENT TRAINING CORPS

With the transfer of this Branch to Industry, responsibility for the Employment Training Corps was delegated to Adult and Continuing Education. Current staff is restricted to two instructors; one in Souris and the other in Elmsdale. These skills instructors conduct the work environment training component of the "Job Readiness Training" programs conducted at each location. It is anticipated that these programs will end during March, 1984.

CONCLUSION

As demonstrated during the past year this Branch has and will continue to be faced with a variety of challenging tasks. Future initiatives will include:

- a continuing review of alternate funding sources for Management Training.
- the submission of additional proposals for Skills Growth Funding.
- increased contact with private industry both in terms of analysis of training needs and provision of training courses in actual employment settings.
- a review and implementation of entrepreneurial development/training programs.

EMPLOYMENT DEVELOPMENT BRANCH

The Employment Development Branch of the Department of Industry provided a focal point for the delivery of the Provincial Government's job creation initiatives for 1983. The Branch was charged with the responsibility for the design, implementation and promotion of seven programs in support of creating additional positions of employment for Islanders.

PROVINCIAL WAGE SUBSIDY PROGRAM

The Provincial Wage Subsidy Program was re-offered for the second year. The program continued to be in high demand. By year end, 189 applications to the Provincial Wage Subsidy Program had been approved to assist in the creation of over 250 positions of ten weeks' duration within the private sector.

PROVINCIAL YOUTH DEVELOPMENT PROGRAM

The Provincial Youth Development Program aided Provincial Government Departments and Agencies to hire an additional 113 students to carry out public sector projects. Both of these programs, in addition to the employment generated, provided the opportunity for private and public sector employers to carry out work activities that would not have been possible without the Program's assistance, thereby providing an added stimulus to the Island economy.

NEW EMPLOYMENT EXPANSION AND DEVELOPMENT

The New Employment Expansion and Development (N.E.E.D.), a cost-shared program of the Federal and Provincial Governments, continued to be administered. The program provided

assistance to community and business organizations to carry out projects which provided employment to Unemployment Insurance exhaustees, social assistance recipients, and persons who were about to exhaust their entitlement to Unemployment Insurance benefits. By year end, the majority of the projects had been completed, with approximately 300 persons having participated.

PROVINCIAL YOUTH EMPLOYMENT PROGRAMS

Additional emphasis was placed on the need for new employment opportunities for Island Youth in 1983. To facilitate this, three new programs were introduced specifically for youth.

Youth Employment Opportunities Program

The Youth Employment Opportunities Program provided a wage subsidy to private sector employers as an incentive to create additional positions within their establishment. The employers were required to hire youth between the ages of eighteen and twenty-four who had been out of school and out of work for at least one year. The Program was successful in providing employment for twenty weeks to 80 youths.

Agri-Crew Program

In the case of the Agri-Crew Program, students were engaged in farm related work activities. Island farmers contracted with the Province on a cost-shared basis. In total 25 students were involved in the Agri-Crew Programs.

Student Venture Capital Program

The Student Venture Capital Program provided a unique opportunity to post-secondary students to create their own summer employment through the establishment of student-owned summer businesses. Interest-free loans were provided by the Program to provide start-up capital for their business ventures. Six jobs were created for students.

SPECIAL EMPLOYMENT INCENTIVE PROGRAM

The Special Employment Incentive Program was instrumental in assisting private sector initiatives in tourism and in the off-shore oil exploration field. The program assistance contributed to approximately 90 positions being created by private sector initiatives.

In total, the Employment Development Branch contributed to the creation or maintenance of approximately 860 positions by year end.

FEDERAL-PROVINCIAL RELATIONS BRANCH

Joint Federal Provincial Manpower Needs Committee

The Federal-Provincial Relations Branch is responsible for the daily administration of the Joint Manpower Needs Committee structure. The Branch provides Executive Secretary services and maintains a continual working relationship with Technical, Ad Hoc and other sub-committees. This involves the preparation of agendas, minutes and obtaining support material. As well, the Branch attends each of the various meetings of the committees and Ad Hoc Committees of the Joint Federal-Provincial Manpower Needs Committee. During the year the task of revising and modifying the Committee structure was completed.

TRAINING PLAN PREPARATION

For purposes of obtaining their occupational training

requirements, the Branch consulted with employers, professional associations, unions and public agencies.

The Branch also liaised with the federal and provincial departments which have an involvement in Canada Employment and Immigration Commission sponsored training programs and activities.

After the training requirements were obtained from the various representatives of government, labour, management and other agencies and a thorough review of labour market needs was completed, an Annual Training Plan was prepared.

JOB CREATION

During the year the Branch reviewed and analyzed all federal direct job creation applications. The applications were distributed to the appropriate provincial department for their comments and recommendation. The Branch also advised the Canada Employment and Immigration Commission on the various provincial direct job creation programs.

OTHER PROJECTS

The Branch was involved in other projects such as

determining the training and occupational skill requirements of constructing a Trans-Maritime Gas Pipeline.

The mechanisms used by other provinces in deciding their adult occupational training requirements were reviewed. Recommendations were made as to the possible changes in the current process.

Responses were made to inquiries on human resource issues such as training, unemployment insurance and employment.

RESEARCH AND PLANNING BRANCH

The Branch's responsibilities can be divided into seven major areas.

LABOUR MARKET ANALYSIS

On a monthly basis, an assessment of Statistics Canada's Labour Force Survey results for Prince Edward Island is prepared. As well, labour market data are analyzed in the Quarterly Labour Market Bulletin.

LABOUR MARKET FORECASTING

The Branch has responsibility for liaison with the Federal Government on the Federal Canadian Occupation Projectional System. A section of the Annual Labour Market Review paper discusses future labour market conditions.

LABOUR MARKET RESEARCH

Three surveys were conducted in the past year: The Second Annual Student Follow-up Survey, the Journeymen Follow-up Survey and the Impact of Technological change on the Manufacturing Industry Survey. The data are extremely beneficial in career counselling, training needs identification and the assessment of labour market trends.

POLICY ANALYSIS AND DEVELOPMENT

Policy papers such as a Discussion of Minimum Wage and an Arbitration Library System Proposal were prepared for Departmental Management.

PUBLIC REQUESTS FOR LABOUR MARKET INFORMATION

During the year, the Branch responded to 115 public

requests for information covering a wide range of topics such as wage rates by occupation, employment and unemployment levels. The Branch is pleased to respond to any requests for labour market information.

IMMIGRATION

The Branch continues to have provincial responsibility for immigration which involves liaison with the Federal Government on the level of immigration to the Province, as well as review of Federal program proposals.

PUBLICATIONS RELEASED DURING THE YEAR

The following publications were released for public distribution during 1983:

- Quarterly Labour Market Bulletin
- Annual Labour Market Review
- Unemployment on P.E.I.
- Women in the P.E.I. Labour Force
- Employers Survey Report
- Where to From Here? A Summary of The Training and Education Options Available to High School Students.

Copies can be obtained from the Research and Planning Branch, P.E.I. Department of Industry, 4th Floor, Shaw Building, or Island Information Services, 11 Kent Street, Charlottetown.

INDUSTRIAL DEVELOPMENT DIVISION

The Industrial Development Division of the Department is responsible for:

Industrial Prospecting

Industrial Research

Student Policy Projects Program

Tuition Assistance and

Student-in-Industry Programs

Highlights of the activities of the two branches follow:

Business Development Branch

In the period April 1, 1982, to December 31, 1983, and as a direct result of the discontinuance of the two Forgivable Performance Loan Programs, the involvement of the Branch with respect to the two Programs was restricted to paying out balances owing on outstanding loans and to write-off forgivenesses on old loans as anniversary dates occurred.

Immediately following is a recap providing statistical evidence of the success of the two Forgivable Performance Loans

Programs. Since the inception of the Programs in April, 1973, 375 projects have been assisted by the two Programs and have created 1,003 new jobs at a cost of only $3,983,125. This translates into a cost of less than $4,000 per job which confirms the value of the two programs.

Table I gives a statistical comparison of incentives offered to small businesses in the last six years and the employment benefits that have resulted.

Table II provides a further statistical breakdown of the Forgivable Performance Loan activity - by county - since the inception of the program in 1973.

TABLE I

FORGIVABLE PERFORMANCE LOAN PROGRAMS STATISTICS

Fiscal Year	Number of Loan Offers	Total Value of Loan Offers	Average Assistance Per Project	Total Projected New Job Creation	Average Cost Per Job
1982-83(1)	-	-	-	-	-
1981-82	43	$374,438	$ 8,708	90	$4,160
1980-81	81	932,851	11,517	180	5,182
1979-80	70	686,328	9,805	193	3,556
1978-79	44	452,766	10,290	100	4,528
1977-78	28	290,537	10,376	66	4,402

(1) In 1982-83 payments in the amount of $21,592.57 were made to applicants approved in 1981-82.

TABLE II

FORGIVABLE PERFORMANCE LOAN PROGRAMS
ANALYSES OF APPROVED APPLICATIONS - BY COUNTY
CUMULATIVE FROM APRIL 1, 1973 TO MARCH 31, 1983

County	Number of Loan Approvals	New Jobs	Amount	Average Cost Per Job	Average FPL Awarded
Prince	118	309	$1,209,166	$3,913	$10,247
Queens	178	493	2,205,518	4,108	11,379
Kings	79	201	748,441	3,723	9,474
TOTAL	375	1,003	$4,163,125	$3,914	$10,367

The Tuition Assistance Program assisted a total of 131 managers and senior employees to upgrade their management and organizational skills through formal training. A few participants in this program also attended management courses and out-of-province seminars provided that a similar course was not available locally. By the terms of the program, businesses were eligible for a 50 percent reimbursement of tuition costs upon satisfactory completion of the approved course or seminar.

The funding of this program is provided jointly with the Department of Regional Economic Expansion under the Comprehensive Development Plan.

The Student-in-Industry summer program was expanded in 1982 to involve 17 Island businesses and employ 19 University of Prince Edward Island business students. In 1983, 17 Island businesses and 17 students benefited from the program. Over the past ten years this program has grown continuously, providing valuable on-the-job experience to business students, while at the same time exposing the managers employing them to the most up-to-date techniques being taught.

The program is administered by the Business Administra-

tion Department of U.P.E.I., in co-operation with the Department of Industry which along with the Department of Regional Economic Expansion contributed jointly $85 per week towards wages paid to all participating business students.

The University of Prince Edward Island Business Policy Projects program, with the administrative co-operation of the Department, produced 20 projects in 1982 and 22 projects in 1983. These projects determined financial feasibility of new business opportunities for P.E.I. and were prepared and presented by the senior business class. The studies have proven to be a very valuable experience for the students and have provided the Department with a valuable reference library.

Since the inception of this program in 1970, students at U.P.E.I. have prepared more than 220 policy projects. To date, a number of new businesses have been created as a result of work undertaken by the students and/or by reference by interested entrepreneurs reviewing students' papers. The Branch library is open to the public and anyone wishing to review these projects may do so.

Counselling Assistance

During the period, the Business Development Division provided counselling assistance to many Island businesses. This assistance related to problems concerning financing, manufacturing techniques, bookkeeping, production and marketing and other problem areas. This type of assistance was made available to businesses directly by staff as well as through co-ordinating efforts with accounting firms, CASE counsellors and private consultants.

Area Industrial Commissions

The Area Industrial Commissions, namely West Prince Industrial Commission, Commission Industrielle de la Baie Acadienne, Kensington Area Industrial Commission, Three Rivers Industrial Commission, Souris Area Industrial Commission, Greater Summerside Area Industrial Commission, Charlottetown Area Industrial Commission and the South Shore Industrial Commission continued to actively pursue their individual development strategies during the period.

Industry staff assisted each of the Commissions in the

general pursuit and follow-up of development projects. In addition, the Branch administered a program to provide financial assistance to active area industrial commissions to assist each with its administrative costs.

Industrial Research

Funds are budgeted and provided annually to permit the Industry Division to respond to requests to carry out detailed studies to identify new business opportunities and/or to strengthen existing companies by the introduction of new processes or products. In the period, studies were undertaken in response to questions about the ongoing viability of processing current and future hog and cattle production in P.E.I. As well, an evaluation of the metals/metal processing industries of P.E.I. was undertaken; a study of certain special technical questions regarding Irish Moss; and a study into the feasibility of establishing a carnival equipment manufacturing plant on Prince Edward Island was also carried out. More recently, a study has been carried out on the construction of a storage and distribution centre for Summerside. Feasibility studies were

also initiated to determine the viability of manufacturing a 'survival candle' for sale on an international scale. As well an investment opportunity study was undertaken to determine the viability of purchasing a milk processing plant (s) in Newfoundland.

Prospecting and Promotion

With the establishment of the Department of Industry in November, there is a new emphasis on prospecting and promotion. The Division has initiated a serious promotional campaign in order to encourage new businesses to locate on P.E.I. Ads have been placed in a variety of sectoral trade publications and financial journals. As well, a number of meetings have been arranged with companies in Ontario and Quebec to attract them to the Province. Steps have been taken to identify firms that are already doing business here but are not providing jobs for Islanders. As well, firms are being visited with a view to establishing branch plants on the Island.

In addition, and to further assist the Department in identifying new industrial investment, the Department entered

into a contract with the investment firm of Walwyn Stodgell Cochrane and Murray to serve as an industrial prospecting agency. By the terms of this contract, Walwyn has agreed to provide the services of its counsellors across the country to assist the Province in identifying and creating new jobs.

The work of these counsellors will complement efforts of the staff of the Division as well as complementing the prospecting efforts of the many volunteer workers serving on the eight Area Industrial Commissions.

Georgetown Shipyard Inc.

In 1982-83, the Division Director continued to serve as Secretary-Treasurer of the Board of Directors of Georgetown Shipyard Inc., with liaison responsibilities to Government. The operational and financial results of Georgetown Shipyard Inc. are detailed in the annual report prepared by the Company and submitted to the Legislative Assembly.

HANDCRAFT DEVELOPMENT BRANCH

The Handcraft Development Branch continued to support

and encourage the craftspeople of this Province. Sales generated in fairs, trade shows, and retail shops in 1982-83 exceeded $2.4 million.

Promotion

Photographs were taken by Wayne Barrett of craftspeople and outlets during the summer for the 1983 craft promotion.

The 1983 Visitors Guide was compiled in September and listed 79 craft shops for the 1983 season. A craft outlet brochure was also printed for the craft shop.

Plastic shopping bags were made available for craft shops to purchase with "Handcrafted on Prince Edward Island" on one side and "Fait a la main a L'Ile-du-Prince Edouard" on the other.

Canadian Crafts Conference

The first Canadian Crafts Conference was held in Charlottetown from September 19-26, 1982, with 300 delegates attending workshops, seminars and meetings. During this conference Joan Auld was made an Honorary Member of the Canadian Crafts Conference.

Atlantic Visions De L'Atlantique

A major craft Exhibition of 136 pieces selected from Atlantic Canada craftspeople was opened at the Confederation Centre Art Gallery on September 24, 1982. Funding for this exhibition was made available through the Council of Maritime Premiers, Mobil Oil Canada Ltd., National Museums of Canada and private donations for a total of $146,610.

The Atlantic Vision exhibition has been well received in all galleries and has promoted our craftspeople on the Island.

Atlantic Craft Trade Show

The sixth Atlantic Craft Trade Show was held in Halifax on February 13, 14, and 15, 1983. The show had 95 booths representing craftspeople from Atlantic Canada. The total sales were $378,932 and Prince Edward Island had 12 exhibitors with $50,381 in sales. Prince Edward Island will be the official host for the Atlantic Craft Trade Show in February, 1984. The Selection Committee is planning on recruiting five U.S. and five Western buyers for the show.

Grants

The Handcraft Development Branch continued to support the various activities sponsored by the P.E.I. Craftsmen's Council through a grant of $12,000.

The P.E.I. Women's Institute received a grant of $400 for prizes during Old Home Week.

The P.E.I. Craftsmen's Council is planning to open a retail craft shop at the Prince Edward International Hilton Centre in March, 1984. A grant of $10,000 will be given to the Council to help in the refurbishing of the shop.

Fairs

The P.E.I. Craftsmen's Council held their annual Christmas Fair at the Confederation Centre on November 18, 19 and 20, 1982. Sales were $139,000.

In 1983, the annual P.E.I. Craftsmen's Council Christmas Craft Fair was held November 17-19 at the Confederation Centre with over 15,000 people attending. Sales were in excess of $166,000.

During the past year the Manager of the Branch made

presentations to students at Holland College School of Visual Arts, pre-retirement courses, small business seminars, judging of crafts, official gift buying, and assisting craftspeople in establishing workshop premises, product evaluation, costing, estimating, finding sources of raw materials, equipment and general management problems. The Manager served as director-at-large on the P.E.I. Craftsmen's Council, Treasurer of the Canadian Crafts Council International Committee and Treasurer of th Atlantic Craft Trade Show.

Seminars

Mr. Roy Evans from Wales was invited to give a talk to craftspeople and the Industrial Commissions on August 31st and September 1st.

A seminar on "Exporting into the United States" was held in Amherst, Nova Scotia on October 28th for exhibitors who are attending the 1984 Atlantic Craft Trade Show.

Handcraft Exhibition & Awards

The 1983 Handcraft Exhibition and Awards was officially

opened on June 28th by Hon. Pat Binns. Diane Gaudreau won the Premier's prize of $1,000 for her entrance table. The show consisted of 34 pieces and was on display at Holland College School of Visual Arts from June 28 to July 29.

During the summer, inspection visits were made to all the craft shops and photographs were taken of craftspeople and shops to update the files for the 1984 season.

During this past year many of the craft shops expanded, renovated or new ones were built. The sales increased but the supply is still less than the demand for crafts on the Island.

POLICY AND PLANNING DIVISION

The Policy and Planning Division is responsible for overall Departmental planning and policy co-ordination. The Division operates as an internal consulting/support group, responding to individual requests from line managers and the executive. Specific responsibilities include:

- The conceptualization and maintenance of a planning framework for all Departmental operations,
- Development and co-ordination of Industrial Development policies and strategies,
- Program development,
- Joint program and operational planning with other Departments and Agencies (both Provincial and Federal),
- Review, research and update Legislation and related Regulations,
- Development/review of Provincial Trade Policies and
- Analysis of foreign investment proposals.

In addition, the Director of Policy and Planning acts as the Secretary/Treasurer to Georgetown Shipyard's Board of Directors.

POOR

QUALITY

ORIGINAL